

01-04-07

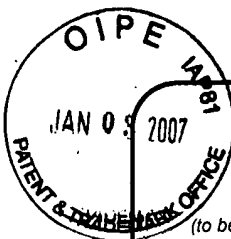
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PTO/SB/21 (09-06)

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# TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

Application Number	09/923,645	
	Filing Date	August 7, 2001
	First Named Inventor	Henry E. Argasinski
	Art Unit	2153
	Examiner Name	Yasin M. Barqadle
Total Number of Pages in This Submission	Attorney Docket Number	9685-000001

## ENCLOSURES (check all that apply)

<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Technology Center (TC) <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): <p style="text-align: center;"><b>Appellant's Appeal Brief and Postcard;</b></p>		
<table border="1"> <tr> <td>Remarks</td> <td>The Commissioner is hereby authorized to charge any additional fees that may be required under 37 CFR 1.16 or 1.17 to Deposit Account No. 08-0750. A duplicate copy of this sheet is enclosed.</td> </tr> </table>			Remarks	The Commissioner is hereby authorized to charge any additional fees that may be required under 37 CFR 1.16 or 1.17 to Deposit Account No. 08-0750. A duplicate copy of this sheet is enclosed.
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## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	Harness, Dickey & Pierce, P.L.C.	Attorney Name	Michael Malinzak	Reg. No.	43,770
Signature					
Date	January 3, 2007				

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**FEE TRANSMITTAL  
for FY 2006**

Effective 2/8/2006. Patent fees are subject to annual revision.

☒ Applicant claims small entity status. See 37 CFR 1.27**TOTAL AMOUNT OF PAYMENT** (\$) 250**Complete if Known**

Application Number	09/923,645
Filing Date	August 7, 2001
First Named Inventor	Henry E. Argasinski
Examiner Name	Yasin M. Barqadle
Art Unit	2153
Attorney Docket No.	9685-000001

**METHOD OF PAYMENT (check all that apply)**
☐ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None
☒ Deposit Account:Deposit  
Account  
Number

08-0750

Deposit  
Account  
Name

Harness, Dickey &amp; Pierce, PLC

The Director is authorized to: (check all that apply)

☐ Charge fee(s) indicated below ☒ Credit any overpayments  
☒ Charge any additional fee(s) during the pendency of this application  
☐ Charge fee(s) indicated below, except for the filing fee to the above-identified deposit account.
**FEE CALCULATION****1. BASIC FILING FEE**

Large Entity		Small Entity		Fee Description	Fee Paid
Fee Code	Fee (\$)	Fee Code	Fee (\$)		
1011	300	2011	150	Utility filing fee	
1012	200	2012	100	Design filing fee	
1013	200	2013	100	Plant filing fee	
1014	300	2014	150	Reissue filing fee	
1005	200	2005	100	Provisional filing fee	

**SUBTOTAL (1)**

(\$ 0)

**2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE**

	Total Claims	Extra Claims	Fee from below	Fee Paid
Total Claims	-20 **	0	X	0
Independent Claims	-3 **	0	X	0
Multiple Dependent				0

Large Entity		Small Entity		Fee Description
Fee Code	Fee (\$)	Fee Code	Fee (\$)	
1202	50	2202	25	Claims in excess of 20
1201	200	2201	100	Independent claims in excess of 3
1203	360	2203	180	Multiple dependent claim, if not paid
1204	200	2204	100	** Reissue independent claims over original patent
1205	50	2205	25	** Reissue claims in excess of 20 and over original patent

**SUBTOTAL (2)**

(\$ 0)

\*\*or number previously paid, if greater; For Reissues, see above

**FEE CALCULATION (continued)****3. ADDITIONAL FEES**

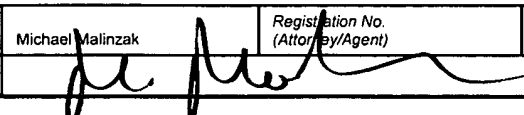
Large Entity		Small Entity		Fee Description	Fee Paid
Fee Code	Fee (\$)	Fee Code	Fee (\$)		
1051	130	2051	65	Surcharge - late filing fee or oath	
1052	50	2052	25	Surcharge - late provisional filing fee or cover sheet.	
1053	130	1053	130	Non-English specification	
1812	2,520	1812	2,520	For filing a request for reexamination	
1804	920*	1804	920*	Requesting publication of SIR prior to Examiner action	
1805	1,840*	1805	1,840*	Requesting publication of SIR after Examiner action	
1251	120	2251	60	Extension for reply within first month	
1252	450	2252	225	Extension for reply within second month	
1253	1020	2253	510	Extension for reply within third month	
1254	1,590	2254	795	Extension for reply within fourth month	
1255	2,160	2255	1080	Extension for reply within fifth month	
1401	500	2401	250	Notice of Appeal	250
1402	500	2402	250	Filing a brief in support of an appeal	
1403	1000	2403	500	Request for oral hearing	
1452	500	2452	250	Petition to revive - unavoidable	
1453	1500	2453	750	Petition to revive - unintentional	
1462	400	1462	400	Petition fee under 37 CFR 1.17(f)	
1463	200	1463	200	Petition fee under 37 CFR 1.17(g)	
1464	130	1464	130	Petition fee under 37 CFR 1.17(h)	
1807	50	1807	50	Processing fee under 37 CFR 1.17 (q)	
1806	180	1806	180	Submission of Information Disclosure Stmt	
8021	40	8021	40	Recording each patent assignment per property (times number of properties)	
1809	790	2809	395	Filing a submission after final rejection (37 CFR § 1.129(a))	
1810	790	2810	395	For each additional invention to be examined (37 CFR § 1.129(b))	
1801	790	2801	395	Request for Continued Examination (RCE)	

Other fee (specify) \_\_\_\_\_

\*Reduced by Basic Filing Fee Paid **SUBTOTAL (3)** (\$ 250)**4. SEARCH/EXAMINATION FEES**

Large Entity		Small Entity		Fee Description
Fee Code	Fee (\$)	Fee Code	Fee (\$)	
1111	500	2111	250	Utility Search Fee
1112	100	2112	50	Design Search Fee
1113	300	2113	150	Plant Search Fee
1114	500	2114	250	Reissue Search Fee
1311	200	2311	100	Utility Examination Fee
1312	130	2312	65	Design Examination Fee
1313	160	2313	80	Plant Examination Fee
1314	600	2314	300	Reissue Examination Fee

**SUBTOTAL (4)** (\$ 0)**SUBMITTED BY****Complete (if applicable)**

Name (Print/Type)	Michael Malinzak	Registration No. (Attorney/Agent)	43,770	Telephone	(248) 641-1600
Signature				Date	January 3, 2007

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**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application No.: 09/923,645  
Filing Date: August 7, 2001  
Applicant: Henry E. Argasinski  
Group Art Unit: 2153  
Examiner: Yasin M. Barqadle  
Title: METHOD AND SYSTEM FOR VIRTUAL WINDOW SHOPPING  
Attorney Docket: 9685-000001

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Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

**APPELLANT'S APPEAL BRIEF**

This Appeal is filed under 37 C.F.R. § 41.31 from the Final Rejection of Claims 2-9, 11-13, 15-17, and 21-23, as provided in the Final Office Action mailed May 3, 2006. The Notice of Appeal was filed November 3, 2006 with a Pre-Appeal Brief Request for Review. The Notice of Panel Decision from Pre-Appeal Brief Review was mailed November 28, 2006.

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01 FC:2402 250.00 DA

### **I. REAL PARTY IN INTEREST**

The real party in interest is Henry E. Argasinski.

### **II. RELATED APPEALS AND INTERFERENCES**

There are no other prior or pending appeals, interferences, or judicial proceedings known to Appellant or Appellant's legal representative which may be related to, may directly affect, may be directly affected by, or may have a bearing on the Board's decision in the pending appeal.

### **III. STATUS OF CLAIMS**

Claims 2-9, 11-13, 15-17, and 21-23 stand rejected and are being appealed.

### **IV. STATUS OF AMENDMENTS**

An Amendment was filed on September 5, 2006 subsequent to final rejection. The Amendment was not entered, as stated in the Advisory Action mailed October 13, 2006.

### **V. SUMMARY OF CLAIMED SUBJECT MATTER**

An explanation of the subject matter defined in each of the independent claims involved in the appeal follows. References to the Specification are made by page number, paragraph number, and paragraph line number of the original application. In addition, reference is made to an amendment to the Specification made in the Amendment mailed on August 8, 2005. The Specification was amended to include

language from Appellant's provisional application which was incorporated by reference in the pending application.

**A. INDEPENDENT CLAIM 21**

Claim 21 recites a method comprising transposing an actual image of a group of adjacent storefronts along a city block as a navigable image within an internet site. See p. 4, paragraph [0015] to p. 5, paragraph [0017], and Figure 2 of the original application and p. 2, paragraph [0015.1] of the Amendments to the Specification. Specifically, Figure 2 shows a group of adjacent storefronts along a city block. Paragraph [0017], line numbers 1 to 3, explain that the detailed graphical view of the retail location 38 includes an actual image of the retail location, which has been transposed as a navigable image within the internet site. The internet site is explained in paragraph [0015], line numbers 1 to 5. Paragraph [0015.1], line numbers 4-6, explain that storefronts may be represented through photographs and stitched together to form a city block.

Claim 21 also recites allowing a user to scroll a point of view of said navigable image left or right within said internet site by moving said point of view of said navigable image in a direction along said city block while maintaining said point of view directed toward said group of adjacent storefronts. See p. 4, paragraph [0015] to p. 5, paragraph [0017] and Figure 2 of the original application and p. 2, paragraph [0015.1] of the Amendments to the Specification. Specifically, paragraph [0015.1], line numbers 6-8, explain that the representation provided would have the ability to move the point of view from left to right (or reverse) to give the viewer an impression of walking down a

street. Figure 2 shows navigational buttons 41, including “GO LEFT 1 BLOCK” and “GO RIGHT 1 BLOCK” for moving the point of view along the city block to the left or right by one block. Paragraph [0017], line numbers 7-8, explain that as the virtual shopper navigates, the images scroll to provide the feel of walking through the retail the location.

Claim 21 also recites providing customer selectable links within said navigable image. See p. 5, paragraph [0018] and Figure 2 of the original application. Specifically, paragraph [0018], lines 1 to 3, explain that intermittently dispersed throughout the images of the retail location 38 are links, or “hot-spots” 42, which the virtual shopper may “click-on” or otherwise select.

#### **B. INDEPENDENT CLAIM 22**

Claim 22 recites a method comprising providing a navigable image of a group of adjacent storefronts along a city block. See p. 4, paragraph [0015] to p. 5, paragraph [0017], and Figure 2 of the original application and p. 2, paragraph [0015.1] of the Amendments to the Specification. Specifically, Figure 2 shows a group of adjacent storefronts along a city block. Paragraph [0017], line numbers 1 to 3, explain that the detailed graphical view of the retail location 38 includes an actual image of the retail location, which has been transposed as a navigable image. Paragraph [0015.1], line numbers 4-6, explain that storefronts may be represented through photographs and stitched together to form a city block.

Claim 22 also recites scrolling a point of view of said navigable image left or right within an internet site by moving said point of view of said navigable image in a direction

along said city block while maintaining said point of view directed toward said group of adjacent storefronts. See p. 4, paragraph [0015] to p. 5, paragraph [0017] and Figure 2 of the original application and p. 2, paragraph [0015.1] of the Amendments to the Specification. Specifically, paragraph [0015.1], line numbers 6-8, explain that the representation provided would have the ability to move the point of view from left to right (or reverse) to give the viewer an impression of walking down a street. Figure 2 shows navigational buttons 41, including "GO LEFT 1 BLOCK" and "GO RIGHT 1 BLOCK" for moving the point of view along the city block to the left or right by one block. Paragraph [0017], line numbers 7-8, explain that as the virtual shopper navigates, the images scroll to provide the feel of walking through the retail the location. Paragraph [0017], line numbers 1 to 3, explain that the detailed graphical view of the retail location 38 includes an actual image of the retail location, which has been transposed as a navigable image within the internet site. The internet site is explained in paragraph [0015], line numbers 1 to 5.

Claim 22 also recites communicating between a remote computer and said internet site to navigate said navigable image and select links within said navigable image. See pp. 3 to 4, paragraph [0014], p. 5, paragraph [0017] to p. 6, paragraph [0018], and Figures 1 and 2 of the original application. Specifically, paragraph [0014], lines 12 to 15, explain that the server 12 is programmed to host an internet site. Paragraph [0017], lines 1 to 11, explain navigation of the navigable image. Paragraph [0018], lines 1 to 5, explain selection of links within the navigable image.

### **C. INDEPENDENT CLAIM 23**

Claim 23 recites a method comprising scrolling images of an actual location as a navigable image on a website. See p. 4, paragraph [0015] to p. 5, paragraph [0017], and Figures 1 and 2 of the original application, and p. 2, paragraph [0015.1] of the Amendments to the Specification. Specifically, paragraph [0017], lines 7 to 11, explain that the images scroll to provide the feel of walking through the retail location. Paragraph [0015], lines 1 to 10, explain that the internet site is enabled for the virtual shopper to select a desired, regional retail location for navigating a graphical representation of the retail location.

Claim 23 also recites navigating said navigable image in a left or right manner by communicating commands from a remote computer to a server computer hosting said website that move a point of view of said navigable image in a direction along actual store window displays while maintaining said point of view directed toward said actual store window displays to give a viewer an impression of walking down a street or strolling through a mall while viewing said actual store window displays. See p. 3, paragraph [0014] to p. 5, paragraph [0017] of the original application, and p. 2, paragraph [0015.1] of the Amendments to the Specification. Specifically, paragraph [0015.1] explains that the representation has the ability to move the point of view from left to right (or reverse) to give the viewer an impression of walking down a street or strolling through a mall. Paragraph [0015], lines 7 to 10, explain that the internet site provides a series of command buttons 41 that the virtual shopper selectively manipulates to navigate the retail location. Figure 2 shows navigational buttons 41, including "GO LEFT 1 BLOCK" and "GO RIGHT 1 BLOCK" for moving the point of view along the city block to the left or right by one block. Paragraph [0017], line numbers 7-



8, explain that as the virtual shopper navigates, the images scroll to provide the feel of walking through the retail the location. Paragraph [0014], lines 12 to 15, explain that the server 12 is programmed to host an internet site. Paragraph [0017], lines 1 to 11, explains navigation of the navigable image.

## **VI. GROUNDS FOR REJECTION TO BE REVIEWED ON APPEAL**

Claims 2-9, 11-13, 15-17, and 21-23 stand rejected under 35 U.S.C. § 102(e) as being anticipated by Ferreira U.S. Pub. No. 2001/0034661. See Final Office Action mailed May 3, 2006. This ground for rejection is to be reviewed on appeal.

## **VII. ARGUMENT**

To anticipate a claim, a reference must teach each and every element of the claim. MPEP § 2131. The “identical invention must be shown in as complete detail as is contained in the claim.” *Id.*, citing *Richardson v. Suzuki Motor Co.*, 868 F.2d 1226, 1236 (Fed. Cir. 1989). The “elements must be arranged as required by the claim.” MPEP § 2131 citing *In re Bond*, 910 F.2d 831 (Fed. Cir. 1990). As described in more detail below, the Ferreira reference does not teach each and every element of claims 2-9, 11-13, 15-17, and 21-23 and does not show the identical invention in as complete detail as, and arranged as required by, claims 2-9, 11-13, 15-17, and 21-23.

The Ferreira reference does not teach or suggest scrolling a point of view of a navigable image left or right within an internet site by moving the point of view in a direction along a city block while maintaining the point of view directed toward a group of adjacent storefronts of the city block. Rather, Ferreira discloses simple rotational

movement of a camera around a stationary point. The Examiner's argument that the rotational camera movement of Ferreira is anticipatory confuses movement of the "point of view" along a city block with rotational movement of a camera on a stationary point. In Ferreira, the point of view is fixed during camera rotation. The point of view is not moved left or right "along a city block." The Examiner's interpretation ignores the claim's recitation of movement of the "point of view" in a direction "along a city block" and incorrectly equates the recited movement of the "point of view" with Ferreira's rotational camera movement.

For purposes of argument, dependent claims are grouped with their respective independent claims.

**A. APPELLANT PREDATES ANY NEW MATTER NOT DISCLOSED IN FERREIRA'S PROVISIONAL APPLICATION NO. 60/182,282.**

At the outset, Appellant notes that, pursuant to the Declaration of January 18, 2005, Appellant completed the invention in this country prior to February 14, 2001, which is the effective date of U.S. Pub. No. 2001/0034661 to Ferreira. While the Ferreira utility patent application claims the benefit of Ferreira's provisional patent application No. 60/182,282 filed February 14, 2000, to the extent the utility application includes new matter not disclosed in the provisional application, Appellant pre-dates the new matter.

**B. INDEPENDENT CLAIM 21 AND DEPENDENT CLAIMS 2-9**

Claim 21 recites a method comprising: transposing an actual image of a group of adjacent storefronts along a city block as a navigable image within an internet site;

allowing a user to scroll a point of view of said navigable image left or right within said internet site by moving said point of view of said navigable image in a direction along said city block while maintaining said point of view directed toward said group of adjacent storefronts; and providing customer selectable links within said navigable image. The Ferreira reference does not teach allowing a user to scroll a point of view of said navigable image left or right within said internet site by moving said point of view of said navigable image in a direction along said city block while maintaining said point of view directed toward said group of adjacent storefronts.

Compared to Ferreira, the following aspects of these claim limitations are distinctive: the point of view is moved in a direction along the city block; and the point of view is directed toward the group of adjacent storefronts while it is moved. Ferreira does not teach this type of navigation. As supported by Appellant's specification, it is the movement of the point of view in this manner, in a direction along the city block while directed toward the city block, that gives the viewer the impression of walking down a street while viewing the storefronts. See Specification, paragraph [0015.1]. In other words, viewing storefronts while walking down the street would require one to walk with one's head turned over one's shoulder, in the direction of the storefronts. This is the impression given by allowing a user to scroll the point of view left or right by moving the point of view in a direction along the city block while maintaining the point of view directed toward the group of adjacent storefronts of the city block.

Ferreira, on the other hand, describes movement of a stationary camera around a fixed point. See Ferreira utility application, U.S. Pub. No. 2001/0034661, p. 6 [0071]; and Ferreira provisional, p. 5. Specifically, the Ferreira utility application provides:

The navigation may take place in a smooth and continuous manner, giving the user the impression of actual movement. **That is, the user may feel that he or she is actually moving his or her head to get a different view of the city block.**

Ferreira utility app., p. 6, [0071] (emphasis added).

The Ferreira provisional application similarly provides:

“Web-surfers will be able to use their mouse (or the arrows on their keyboard) to move the camera **around**. Simply clicking on the image and holding down either the left or right mouse button will alter the camera’s perspective and create the appearance of movement. Camera functionality will include: pan left, pan right, pan up, and pan down, or any combination thereof, and zoom in and out.”

Ferreira provisional app., p. 5 (emphasis added).

The camera movement described by Ferreira is “around” a fixed camera point. This is clear from the camera controls: pan left, pan right, pan up, and pan down. In Ferreira, when the camera pans up, the camera simply tilts back and points upward, as opposed to the camera raising off the ground toward the sky. When the camera pans down, the camera simply tilts forward and points downward, as opposed to the camera dropping down into the ground. Likewise, when the camera pans left or pans right, the camera simply rotates to the left or to the right from the viewer’s fixed location. As made clear by the utility application, this fixed point rotational movement is akin to moving the viewer’s head around.

This is not the function of the method recited by claim 21, which recites allowing a user to scroll a point of view left or right by moving the point of view in a direction along a city block while maintaining the point of view directed toward a group of adjacent storefronts. In other words, rotation of a camera on a fixed point does not amount to movement of the “point of view” along a city block, right or left.

The Examiner's argument that the rotational camera movement of Ferreira is anticipatory of the method of claim 21 confuses movement of the "point of view" along a city block, as recited by Appellant's claim 21, with rotational movement of a camera at a stationary point. In Ferreira, a user may rotate the camera to move a viewing window left or right. See Ferreira utility app., p. 6, [0071]; Ferreira provisional app., p. 5. In Ferreira, however, the point of view is fixed during rotation. More specifically, the point of view is not moved "along a city block" as recited by claim 21. As noted above, to anticipate a claim a reference must teach "each and every element" of the claim. MPEP § 2131. The Examiner's interpretation, however, ignores the claim's recitation of movement of the "point of view" in a direction "along a city block" and incorrectly equates the recited movement of the "point of view" with Ferreira's rotational camera movement.

To move the camera to another fixed point location in Ferreira, there is a hyperlink at the end of every block or "street horizon." See Ferreira provisional application, p. 3. Once the camera is relocated, the camera may again be rotated around the new fixed point. See Ferreira provisional application, pp. 3, 5. This type of movement similarly does not teach scrolling a point of view left or right by moving the point of view in a direction along a city block while maintaining the point of view directed toward a group of adjacent storefronts.

Ferreira also teaches a zoom operation. See Ferreira provisional application, p. 5; and Ferreira utility app., p. 6, [0071]. The Ferreira zoom operation is not anticipatory of scrolling a point of view by moving the point of view in a direction along a city block while maintaining the point of view directed toward a group of adjacent storefronts.

During a zoom operation, the point of view remains stationary, while a center portion of the image is enlarged. Such an operation does not include movement of a point of view along a city block or scrolling left or right.

For these reasons, Ferreira fails to teach each and every element of claim 21. Appellant notes that claims 2-9 depend either directly or indirectly from claim 21. Thus, all of the above arguments with regard to claim 21 apply to claims 2-9 as well. Therefore, Appellant respectfully requests a complete reversal of the Examiner's rejection of claims 21 and 2-9.

#### **C. INDEPENDENT CLAIM 22 AND DEPENDENT CLAIMS 11-13**

Claim 22 recites a method comprising: providing a navigable image of a group of adjacent storefronts along a city block; scrolling a point of view of said navigable image left or right within an internet site by moving said point of view of said navigable image in a direction along said city block while maintaining said point of view directed toward said group of adjacent storefronts; and communicating between a remote computer and said internet site to navigate said navigable image and select links within said navigable image. The Ferreira reference does not teach each and every element of claim 22 and does not show the identical method in as complete detail, arranged as required by the claim. Specifically, Ferreira does not teach scrolling a point of view of said navigable image left or right within an internet site by moving said point of view of said navigable image in a direction along said city block while maintaining said point of view directed toward said group of adjacent storefronts.

Compared to Ferreira, the following aspects of these claim limitations are distinctive: the “point of view” is moved in a direction along the city block; and the “point of view” is directed toward the group of adjacent storefronts while it is moved. Ferreira does not teach this type of navigation. As supported by Appellant’s specification, it is the movement of the point of view in this manner, in a direction along the city block while directed toward the city block, that gives the viewer the impression of walking down a street while viewing the storefronts. See Specification, paragraph [0015.1]. In other words, viewing storefronts while walking down the street would require one to walk with one’s head turned over one’s shoulder, in the direction of the storefronts. This is the impression given by scrolling the point of view left or right by moving the point of view in a direction along the city block while maintaining the point of view directed toward the group of adjacent storefronts of the city block.

Ferreira, on the other hand, describes movement of a stationary camera around a fixed point. See Ferreira utility application, U.S. Pub. No. 2001/0034661, p. 6 [0071]; and Ferreira provisional, p. 5. Specifically, the Ferreira utility application provides:

The navigation may take place in a smooth and continuous manner, giving the user the impression of actual movement. **That is, the user may feel that he or she is actually moving his or her head to get a different view of the city block.**

Ferreira utility app., p. 6, [0071] (emphasis added).

The Ferreira provisional application similarly provides:

“Web-surfers will be able to use their mouse (or the arrows on their keyboard) to move the camera **around**. Simply clicking on the image and holding down either the left or right mouse button will alter the camera’s perspective and create the appearance of movement. Camera functionality will include: pan left, pan right, pan up, and pan down, or any combination thereof, and zoom in and out.”

Ferreira provisional app., p. 5 (emphasis added).

The camera movement described by Ferreira is “around” a fixed camera point. This is clear from the camera controls: pan left, pan right, pan up, and pan down. In Ferreira, when the camera pans up, the camera simply tilts back and points upward, as opposed to the camera raising off the ground toward the sky. When the camera pans down, the camera simply tilts forward and points downward, as opposed to the camera dropping down into the ground. Likewise, when the camera pans left or pans right, the camera simply rotates to the left or to the right from the viewer’s fixed location. As made clear by the utility application, this fixed point rotational movement is akin to moving the viewer’s head around.

This is not the function of the method recited by claim 22, which recites scrolling a point of view left or right by moving the point of view in a direction along a city block while maintaining the point of view directed toward a group of adjacent storefronts. In other words, rotation of a camera on a fixed point does not amount to movement of the “point of view” along a city block, right or left.

The Examiner’s argument that the rotational camera movement of Ferreira is anticipatory of the method of claim 22 confuses movement of the “point of view” along a city block, as recited by Appellant’s claim 22, with rotational movement of a camera around a fixed point. In Ferreira, a user may rotate the camera to move a viewing window left or right. See Ferreira utility app., p. 6, [0071] ; Ferreira provisional app., p. 5. In Ferreira, however, the point of view is fixed and stationary while it rotates. More specifically, the point of view is not moved “along a city block” as recited by claim 22. As noted above, to anticipate a claim a reference must teach “each and every element”



of the claim. MPEP § 2131. The Examiner's interpretation, however, ignores the claim's recitation of movement of the "point of view" in a direction "along a city block" and incorrectly equates the recited movement of the "point of view" with Ferreira's rotational camera movement.

To move the camera to another fixed point location in Ferreira, there is a hyperlink at the end of every block or "street horizon." See Ferreira provisional application, p. 3. Once the camera is relocated, the camera may again be rotated around the new fixed point. See Ferreira provisional application, p. 3, 5. This type of movement similarly does not teach scrolling a point of view left or right by moving the point of view in a direction along a city block while maintaining the point of view directed toward a group of adjacent storefronts.

Ferreira also teaches a zoom operation. See Ferreira provisional application, p. 5; and Ferreira utility app., p. 6, [0071]. The Ferreira zoom operation is not anticipatory of scrolling a point of view by moving the point of view in a direction along a city block while maintaining the point of view directed toward a group of adjacent storefronts. During a zoom operation, the point of view remains stationary, while a center portion of the image is enlarged. Such an operation does not include movement of a point of view along a city block or scrolling left or right.

For these reasons, Ferreira fails to teach each and every element of claim 22. Appellant notes that claims 11-13 depend either directly or indirectly from claim 22. Thus, all of the above arguments with regard to claim 22 apply to claims 11-13 as well. Therefore, Appellant respectfully requests a complete reversal of the Examiner's rejection of claims 22 and 11-13.

#### **D. INDEPENDENT CLAIM 23 AND DEPENDENT CLAIMS 15-17**

Claim 23 recites a method comprising: scrolling images of an actual location as a navigable image on a website; and navigating said navigable image in a left or right manner by communicating commands from a remote computer to a server computer hosting said website that move a point of view of said navigable image in a direction along actual store window displays while maintaining said point of view directed toward said actual store window displays to give a viewer an impression of walking down a street or strolling through a mall while viewing said actual store window displays. The Ferreira reference does not teach each and every element of claim 23 and does not show the identical method in as complete detail, arranged as required by the claim. Specifically, Ferreira does not teach navigating said navigable image in a left or right manner by communicating commands that move a point of view of said navigable image in a direction along actual store window displays while maintaining said point of view directed toward said actual store window displays to give a viewer an impression of walking down a street or strolling through a mall while viewing said actual store window displays.

Compared to Ferreira, the following aspects of these claim limitations are distinctive: the “point of view” is moved in a direction along actual store window displays; the “point of view” is directed toward the actual store window displays while it is moved; and the viewer is given an impression of walking down a street or strolling through a mall while viewing said actual store window displays. Ferreira does not teach this type of navigation. In other words, viewing actual store window displays while

walking down the street would require one to walk with one's head turned over one's shoulder, in the direction of the store window displays. This is the impression given by navigating the navigable image in a left or right manner by moving the point of view in a direction along the actual store window displays while maintaining the point of view directed toward the actual store window displays.

Ferreira describes movement of a stationary camera around a fixed point. See Ferreira utility application, U.S. Pub. No. 2001/0034661, p. 6 [0071]; and Ferreira provisional, p. 5. Specifically, the Ferreira utility application provides:

The navigation may take place in a smooth and continuous manner, giving the user the impression of actual movement. **That is, the user may feel that he or she is actually moving his or her head to get a different view of the city block.**

Ferreira utility app., p. 6, [0071] (emphasis added).

The Ferreira provisional application similarly provides:

"Web-surfers will be able to use their mouse (or the arrows on their keyboard) to move the camera **around**. Simply clicking on the image and holding down either the left or right mouse button will alter the camera's perspective and create the appearance of movement. Camera functionality will include: pan left, pan right, pan up, and pan down, or any combination thereof, and zoom in and out."

Ferreira provisional app., p. 5 (emphasis added).

The camera movement described by Ferreira is "around" a fixed camera point. This is clear from the camera controls: pan left, pan right, pan up, and pan down. In Ferreira, when the camera pans up, the camera simply tilts back and points upward, as opposed to the camera raising off the ground toward the sky. When the camera pans down, the camera simply tilts forward and points downward, as opposed to the camera dropping down into the ground. Likewise, when the camera pans left or pans right, the

camera simply rotates to the left or to the right from the viewer's fixed location. As made clear by the utility application, this fixed point rotational movement is akin to moving the viewer's head around.

This is not the function of the method recited by claim 23, which recites moving a point of view in a direction along actual store window displays while maintaining the point of view directed toward the actual store window displays to give an impression of walking down a street or strolling through a mall while viewing said actual store window displays. In other words, rotation of a camera on a fixed point does not amount to movement of the "point of view" along a city block, right or left.

The Examiner's argument that the rotational camera movement of Ferreira is anticipatory of the method of claim 23 confuses movement of the "point of view" along actual store window displays, as recited by Appellant's claim 23, with rotational movement of a camera around a fixed point. In Ferreira, a user may rotate the camera to move a viewing window left or right. See Ferreira utility app., p. 6, [0071] ; Ferreira provisional app., p. 5. In Ferreira, however, the point of view is fixed and stationary while it rotates. More specifically, the point of view is not moved "along actual store window displays" as recited by claim 23. As noted above, to anticipate a claim a reference must teach "each and every element" of the claim. MPEP § 2131. The Examiner's interpretation, however, ignores the claim's recitation of movement of the "point of view" in a direction "along actual store window displays" and incorrectly equates the recited movement of the "point of view" with Ferreira's rotational camera movement.

To move the camera to another fixed point location in Ferreira, there is a hyperlink at the end of every block or “street horizon.” See Ferreira provisional application, p. 3. Once the camera is relocated, the camera may again be rotated around the new fixed point. See Ferreira provisional application, pp. 3, 5. This type of movement similarly does not teach moving the point of view in a direction along actual store window displays while maintaining the point of view directed toward the actual store window displays.

Ferreira also teaches a zoom operation. See Ferreira provisional application, p. 5; and Ferreira utility app., p. 6, [0071]. The Ferreira zoom operation is not anticipatory of moving a point of view in a direction along actual store window displays while maintaining the point of view directed toward the actual store window displays. During a zoom operation, the point of view remains stationary, while a center portion of the image is enlarged. Such an operation does not include movement of a point of view along actual store window displays or scrolling left or right.

For these reasons, Ferreira fails to teach each and every element of claim 23. Appellant notes that claims 15-17 depend either directly or indirectly from claim 23. Thus, all of the above arguments with regard to claim 23 apply to claims 15-17 as well. Therefore, Appellant respectfully requests a complete reversal of the Examiner’s rejection of claims 23 and 15-17.

## **VIII. CLAIMS APPENDIX**

### **LISTING OF CLAIMS**

1. (cancelled)
2. (previously presented) The method of claim 21, further comprising:  
transposing an actual image of an interior of a particular retailer of said group of adjacent storefronts as an alternative navigable image within said internet site; and  
providing customer selectable links within said alternative navigable image for providing detailed information of said particular retailer.
3. (previously presented) The method of claim 21, further comprising:  
providing customer selectable links within said navigable image for providing detailed information of particular goods of a particular retailer.
4. (previously presented) The method of claim 2, further comprising:  
providing customer selectable links within said alternative navigable image for providing detailed information of particular goods of said particular retailer.
5. (previously presented) The method of claim 21, wherein said group of adjacent storefronts is a downtown area of a community.

6. (previously presented) The method of claim 21, wherein said group of adjacent storefronts is a shopping center.
7. (previously presented) The method of claim 21, wherein said group of adjacent storefronts is a strip mall.
8. (previously presented) The method of claim 21, further comprising:  
providing a purchasing interface whereby the remote customer may arrange for remote purchase of one of goods and services.
9. (previously presented) The method of claim 2, further comprising providing a customer perspective of said alternative navigable image and allowing a customer to virtually walk through said interior of said particular retailer of said group of adjacent storefronts.
10. (cancelled)
11. (previously presented) The method of claim 22, further comprising transposing actual images of said group of adjacent storefronts as said navigable image.
12. (previously presented) The method of claim 22, wherein said links provide detailed information for goods, services or a business.

13. (previously presented) The method of claim 22, wherein said communicating includes purchasing goods or services.

14. (cancelled)

15. (previously presented) The method of claim 23, further comprising transposing an actual image of said actual location as said navigable image.

16. (previously presented) The method of claim 23, further comprising selecting links within said navigable image to provide detailed information for goods, services or a business.

17. (previously presented) The method of claim 23, further comprising purchasing goods or services from said website by selecting a link within said navigable image.

18 - 20. (cancelled)

21. (previously presented) A method comprising:

transposing an actual image of a group of adjacent storefronts along a city block as a navigable image within an internet site;

allowing a user to scroll a point of view of said navigable image left or right within said internet site by moving said point of view of said navigable image in a direction



along said city block while maintaining said point of view directed toward said group of adjacent storefronts; and

providing customer selectable links within said navigable image.

22. (previously presented) A method comprising:

providing a navigable image of a group of adjacent storefronts along a city block;

scrolling a point of view of said navigable image left or right within an internet site by moving said point of view of said navigable image in a direction along said city block while maintaining said point of view directed toward said group of adjacent storefronts; and

communicating between a remote computer and said internet site to navigate said navigable image and select links within said navigable image.

23. (previously presented) A method comprising:

scrolling images of an actual location as a navigable image on a website; and

navigating said navigable image in a left or right manner by communicating commands from a remote computer to a server computer hosting said website that move a point of view of said navigable image in a direction along actual store window displays while maintaining said point of view directed toward said actual store window displays to give a viewer an impression of walking down a street or strolling through a mall while viewing said actual store window displays.

### IX. EVIDENCE APPENDIX

A Declaration Under 37 C.F.R. § 1.131 was submitted on January 24, 2005. A copy is attached hereto as Appendix A.

### X. RELATED PROCEEDINGS APPENDIX

No copies of decisions rendered by a court or the Board are submitted, as no decisions rendered were identified in section II above.

### XI. CONCLUSION

It is believed that all of the grounds of the Examiner's incorrect rejections have been addressed. Appellant therefore respectfully requests a complete reversal of the Examiner's rejection of claims 2-9, 11-13, 15-17, and 21-23.

Respectfully submitted,

Dated: January 3, 2007

By: 

Michael Malinzak, Reg. No. 43,770  
Michael P. Doerr, Reg. No. 52,825

HARNESS, DICKEY & PIERCE, P.L.C.  
P.O. Box 828  
Bloomfield Hills, Michigan 48303  
(248) 641-1600

MAM/MPD

**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application No.: 09/923,645  
Filing Date: August 7, 2001  
Applicant: Henry E. Argasinski  
Group Art Unit: 2153  
Examiner: Yasin M. Barqadle  
Title: METHOD AND SYSTEM FOR VIRTUAL WINDOW SHOPPING  
Attorney Docket: 9685-000001

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Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

**APPENDIX A**

Under 37 C.F.R § 41.37(c)(1)(ix), this Appendix A corresponds with Section IX, "Evidence Appendix," of Appellant's Appeal Brief and includes a copy of the Declaration Under 37 C.F.R. § 1.131 submitted on January 24, 2005.

**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application No.: 09/923,645  
Filing Date: August 7, 2001  
Applicant: Henry E. Argasinski  
Group Art Unit: 2153  
Examiner: Yasin M. Barqadle  
Title: METHOD AND SYSTEM FOR VIRTUAL WINDOW SHOPPING  
Attorney Docket: 9685-000001

---

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

**DECLARATION UNDER 37 C.F.R. § 1.131**

Sir:

The undersigned inventor of the above-identified patent application hereby declares that:

1. I am the inventor of the above-identified application, which was filed on August 7, 2001 with the United States Patent and Trademark Office, and which claims priority to U.S. Prov. Pat. App. Serial No. 60,266,304, filed on March 20, 2001.
2. I completed the invention in this country prior to February 14, 2001, which is the effective date of U.S. Pat. Pub. No. US2001/0034661 to Ferreira.
3. The invention was conceived in the United States prior to February 14, 2001, as evidenced by the originally filed incomplete non-provisional application and the

Notice of Incomplete Non-Provisional Application issued by the U.S. Patent and Trademark Office. A photocopy of the originally-filed incomplete non-provisional application and the Notice of Incomplete Non-Provisional Application is attached hereto. The date that is blacked-out on the Notice of Incomplete Non-Provisional Application is prior to February 14, 2001.

4. The invention was constructively reduced to practice in the United States prior to February 14, 2001, as evidenced by the incomplete application and Notice.

5. I have never abandoned the application.

6. I hereby declare that all statements made herein of our own knowledge are true and that all statements made on information and belief are believed to be true and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 the United States Code, and that such willful false statement may jeopardize the validity of the application, and patent issuing thereon, or any patent to which this verified statement is directed.

Date: 1/18/2005



Henry E. Argasinski



## UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS  
UNITED STATES PATENT AND TRADEMARK OFFICE  
WASHINGTON, D.C. 20231  
www.uspto.gov

APPLICATION NUMBER	FILING/RECEIPT DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NUMBER
09/754,136		Henry Edward	

CONFIRMATION NO. 7291

## FORMALITIES LETTER



\*0000000005815116\*

Henry Argasinski  
21526 Prestwick Avenue  
Harper Woods, MI 48225-2340

Date Mailed:

## NOTICE OF INCOMPLETE NONPROVISIONAL APPLICATION

FILED UNDER 37 CFR 1.53(b)

A filing date has NOT been accorded to the above-identified application papers for the reason(s) indicated below.

All of the items noted below and a newly executed oath or declaration covering the items must be submitted within **TWO MONTHS** of the date of this Notice, unless otherwise indicated, or proceedings on the application will be terminated (37 CFR 1.53(e)).

The filing date will be the date of receipt of all items required below, unless otherwise indicated. Any assertions that the item(s) required below were submitted, or are not necessary for a filing date, must be by way of petition directed to the attention of the Office of Petitions accompanied by the \$130.00 petition fee (37 CFR 1.17(i)). If the petition states that the application is entitled to a filing date, a request for a refund of the petition fee may be included in the petition.

- The specification does not include at least one claim.

The application is informal since it does not comply with the regulations for the reason(s) indicated below. Applicant is given **TWO MONTHS** from the date of this Notice within which to correct the informalities indicated below.

The required item(s) identified below must be timely submitted to avoid abandonment:

- An abstract was not provided for this application. An abstract of the technical disclosure is required under 37 CFR 1.72(b).

*A copy of this notice **MUST** be returned with the reply.*

Customer Service Center

# UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Attorney Docket No.

First Inventor

Title

Express Mail Label No.

## APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

1. ☒ Fee Transmittal Form (e.g., PTO/SB/17)  
(Submit an original and a duplicate for fee processing)
2. ☒ Applicant claims small entity status.  
See 37 CFR 1.27.
3. ☒ Specification (Total Pages 2)  
(preferred arrangement set forth below)
  - Descriptive title of the invention
  - Cross Reference to Related Applications
  - Statement Regarding Fed sponsored R & D
  - Reference to sequence listing, a table, or a computer program listing appendix
  - Background of the Invention
  - Brief Summary of the Invention
  - Brief Description of the Drawings (if filed)
  - Detailed Description
  - Claim(s)
  - Abstract of the Disclosure
4. ☒ Drawing(s) (35 U.S.C. 113) [Total Sheets 7]
5. ☒ Oath or Declaration [Total Pages 2]
  - a. ☒ Newly executed (original or copy)  
Copy from a prior application (37 CFR 1.63 (d))
  - b. ☐ (for continuation/divisional with Box 18 completed)
  - i. ☐ **DELETION OF INVENTOR(S)**  
Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).
6. ☐ Application Data Sheet. See 37 CFR 1.76

## ADDRESS TO:

Assistant Commissioner for Patents  
Box Patent Application  
Washington, DC 20231

7. ☐ CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix)
8. Nucleotide and/or Amino Acid Sequence Submission (if applicable, all necessary)
  - a. ☐ Computer Readable Form (CRF)
  - b. Specification Sequence Listing on:
    - i. ☐ CD-ROM or CD-R (2 copies); or
    - ii. ☐ paper
  - c. ☐ Statements verifying identity of above copies

## ACCOMPANYING APPLICATION PARTS

9. ☐ Assignment Papers (cover sheet & document(s))
10. ☐ 37 CFR 3.73(b) Statement (when there is an assignee) ☐ Power of Attorney
11. ☐ English Translation Document (if applicable)
12. ☐ Information Disclosure Statement (IDS)/PTO-1449 ☐ Copies of IDS Citations
13. ☐ Preliminary Amendment
14. ☐ Return Receipt Postcard (MPEP 503) (Should be specifically itemized)
15. ☐ Certified Copy of Priority Document(s) (if foreign priority is claimed)
16. ☐ Request and Certification under 35 U.S.C. 122 (b)(2)(B)(i). Applicant must attach form PTO/SB/35 or its equivalent.
17. ☐ Other: \_\_\_\_\_

18. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in a preliminary amendment, or in an Application Data Sheet under 37 CFR 1.76:

☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP)

Prior application Information:

Examiner \_\_\_\_\_

of prior application No. \_\_\_\_\_ / \_\_\_\_\_

Group Art Unit: \_\_\_\_\_

For CONTINUATION OR DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

## 19. CORRESPONDENCE ADDRESS

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Fax

(SAME)

Name (Print/Type)

HENRY ARGASINSKI

Registration No. (Attorney/Agent)


Signature



Date



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Please type a plus sign (+) inside this box → 

PTO/SB/01 (10-00)

Approved for use through 10/31/2002. OMB 0651-0032

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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**DECLARATION FOR UTILITY OR  
DESIGN  
PATENT APPLICATION  
(37 CFR 1.63)**

☒ Declaration  
Submitted  
with Initial  
Filing      OR      ☐ Declaration  
Submitted after Initial  
Filing (surcharge  
(37 CFR 1.16 (e))  
required)

Attorney Docket Number

First Named Inventor

**COMPLETE IF KNOWN**

Application Number

Filing Date

Group Art Unit

Examiner Name

As a below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

**VIRTUAL WINDOW SHOPPING**

(Title of the Invention)

the specification of which

☒ is attached hereto  
OR

☐ was filed on (MM/DD/YYYY)

as United States Application Number or PCT International

Application Number

and was amended on (MM/DD/YYYY)

(if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or 365(b) of any foreign application(s) for patent or inventor's certificate, or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate, or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached?	
				YES	NO
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

I hereby claim the benefit under 35 U.S.C. 119(e) of any United States provisional application(s) listed below.

Application Number(s)	Filing Date (MM/DD/YYYY)	<input type="checkbox"/> Additional provisional application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto.

[Page 1 of 2]

Burden Hour Statement: This form is estimated to take 21 minutes to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.



**DECLARATION — Utility or Design Patent Application**

Direct all correspondence to:

☐ Customer Number  
or Bar Code LabelOR ☒

Correspondence address below

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(SAME)

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

NAME OF SOLE OR FIRST INVENTOR:

☐ A petition has been filed for this unsigned inventor

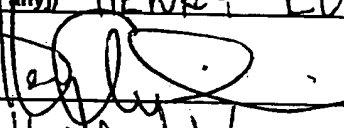
Given Name

(first and middle [if any])

HENRY EDWARD

Family Name  
or Surname

ARGASINSKI

Inventor's  
Signature

Date



Residence: City

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NAME OF SECOND INVENTOR:

☐ A petition has been filed for this unsigned inventor

Given Name

(first and middle [if any])

Family Name  
or SurnameInventor's  
Signature

Date

Residence: City

State

Country

Citizenship

Mailing Address

Mailing Address

City

State

ZIP

Country

☐ Additional inventors are being named on the \_\_\_\_\_ supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.

## VIRTUAL WINDOW SHOPPING

### GENERAL DESCRIPTION:

Any graphic or electronic display portraying retail or professional establishments in a visual form representing a city or town streetscape or shopping mall storefront environment and the ability to provide information on behalf of an establishment portrayed through such a display.

Virtual Window Shopping is intended to be displayed on a computer or personal handheld device, using HTML and Javascript internet language as a platform.

Virtual Window Shopping is intended as a form of advertising for retail and professional establishment, their products and services only, represented in the manner stated above and in reference as related to the term and commonly associated as "Window Shopping". Virtual Window Shopping is always characteristic of a city or town streetscape or shopping mall storefront environment represented by a 3-D photographic or other graphic image having the ability to scroll and show movement, thereby having the appearance of and ability to provide "(Virtual) Window Shopping".

Storefronts may be represented through three-dimensional ("3-D") photographs or graphically, and stitched together to form a "city block" or section of a shopping mall or plaza. This representation would have the ability to move the point of view from left to right (or reverse) to give the viewer an impression of walking down a street or strolling through a mall. Actual store window displays would be visible in the view, which would represent the actual display as found in the physical storefront, and may be updated as necessary.

The viewer would have the ability to click a html link or "hot spot" on the street or mall scene which would change the scene to one of the following:

1. Open a three-dimensional moving scene of the interior of the selected store, allowing the viewer to see merchandise on sale or view the services provided;
2. Open an adjacent street scene or area of a shopping mall (representative of "going down the block");
3. Open a display showing specific details of a highlighted item or service;
4. Open a page containing an internet web site related to or provided by the specified store;
5. Open a page containing more information on the specified location (for example, a directory board representing tenants of an office building);
6. Open a link to third-party software or javascript programming enabling computer-to-telephone communication which would allow the viewer to speak with representatives from the specified store or service in order to inquire on merchandise for sale, services provided or to make a purchase of an item viewed through this display.

**DISCLAIMER:**

Virtual Window Shopping does not make any representations on performing any function related to sales or being an agent on behalf of any retail store or service, and does not make any claims to perform any service related to sales, either physically or through the internet, other than to act as an advertising medium.

**SERVICE AND TRADE MARKS:**

VIRTUAL WINDOW SHOPPING is currently registered by the patent inventor/applicant as a Service Mark in the State of Michigan, and pending Trademark application before the United States Trademark Office.

**BRIEF DESCRIPTION OF THE ATTACHED DRAWINGS:**

FIG. 1 shows the main page from the Your Town Host Virtual Window Shopping Internet web page showing an example of a street scene and links to Various neighborhoods, communities and shopping malls. Each link allows the viewer to visit a scene representing the selected community or shopping mall.

FIG. 2 shows a typical community street scene using 3-D photography. There are directional links to adjacent areas (for example, "the next city block on that street").

FIG. 3 shows a typical community street scene using graphic images.

FIG. 4 shows an interior scene from a shopping mall using 3-D photography. There are directional links to adjacent areas or levels within the shopping mall.

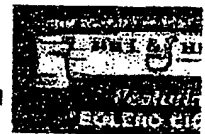
FIG. 5 shows the interior of a store displaying merchandise for sale using 3-D Photography.

FIG. 6 shows the interior of a restaurant using 3-D photography.

FIG. 7 shows the interior of a store (beauty salon) which performs a service.

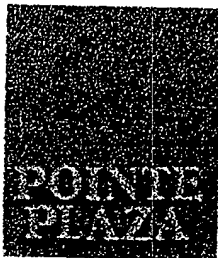
Picture Your  
Ad Here!

# YOUR TOWN HOST VIRTUAL WINDOW SHOPPING™



BROWSE YOUR NEIGHBORHOOD OR FAVORITE SHOPPING MALL HERE!

8:10:18am



Virtual Window Shopping

Grosse Pointe Woods

Grosse Pointe Mack Ave

Grosse Pointe Farms

Grosse Pointe Plaza

Toronto-Sherway Gardens

Grosse Pointe Mack-Allard

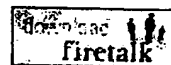
Grosse Pointe-The Village

Grosse Pointe-The Hill

CONTACT US TODAY

What is Virtual Window Shopping  
Get Together with Family & Friends  
The World is Now in Your Home  
How to Virtual Window Shop  
Are You Ready to Start?  
Do's and How To's

Talk of Yo



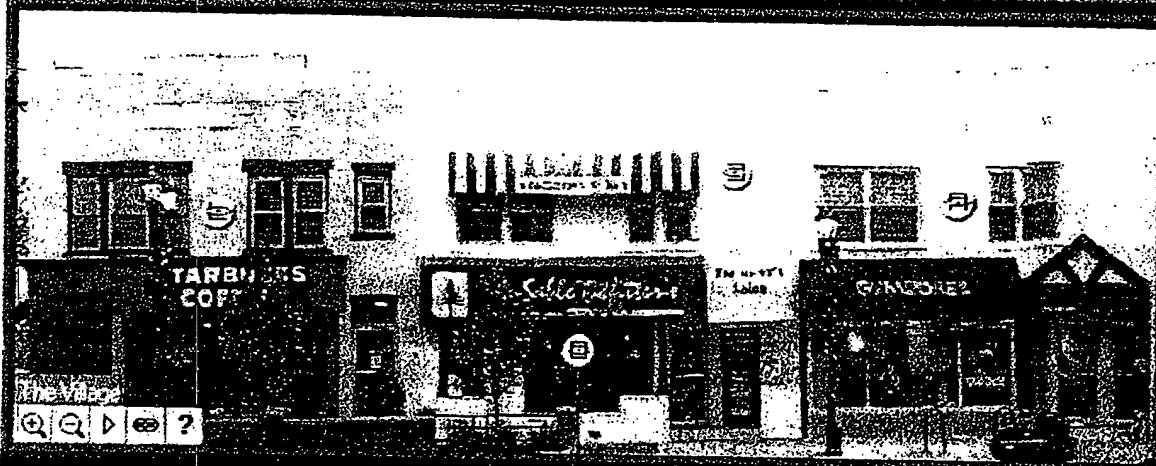
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# YOUR TOWN HOST

## VIRTUAL WINDOW SHOPPING™

Grosse Pointe - The Village Shops on Kercheval

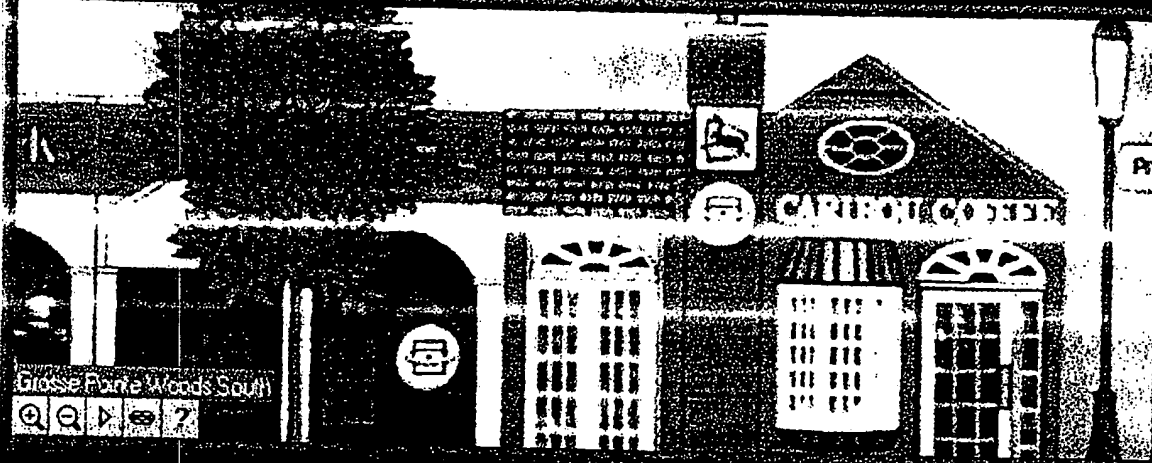


Close Store Window

# YOUR TOWN HOST

VIRTUAL WINDOW SHOPPING™

Grosse Pointe Woods - Mack & Prestwick Avenue



PAT SCOTT JEWELERS



Created with  
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# YOUR TOWN HOST

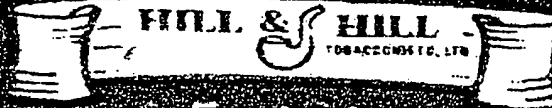
## VIRTUAL WINDOW SHOPPING™

Toronto - Sherway Gardens Shopping Center (The Bay Court)



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"THE WORLD'S MILDEST TOBACCOS"



Featuring  
"BOLERO CIGARS"



19529 MACK AVENUE (BETWEEN 7 & 8 MILE)  
GROSSE POINTE WOODS, MICHIGAN 48236

CALL JIM TODAY AND ASK ABOUT OUR FINE LINE OF TOBACCO, CIGARS AND PIPES!

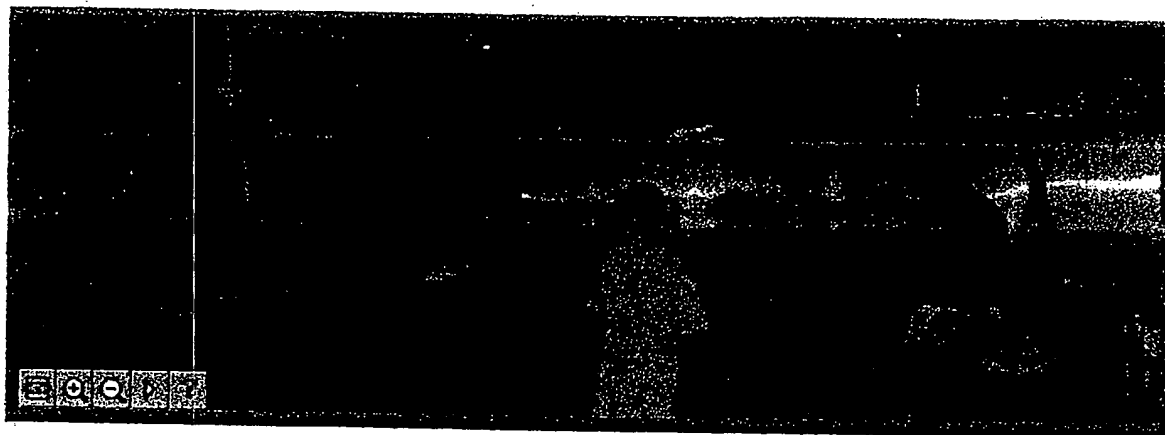


**click talk**  
Click to call us NOW!

Close Store Window

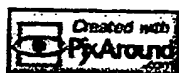


# THIELK'S Mongolian Grille



18480 MACK AVENUE (SOUTH OF MOROSS)  
GROSSE POINTE FARMS, MICHIGAN 48236

CALL US TODAY OR VISIT OUR WEB PAGE AND SEE OUR MENU!



# Salon Danielle

Q Q P ?

18546 MACK AVENUE (SOUTH OF MOROSS)  
GROSSE POINTE FARMS, MICHIGAN 48236

Created with  
**PixAround**

CALL DAVID TODAY

**click talk**

Click to call us NOW!

Close Store Window

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